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CLAIMS

 A method for estimating the resemblance of various objects, comprising the steps of

recording (40; 50) data of a real object, which is a face, using a communication device (1),

transferring (41; 52, 60) said recorded data to a service server (100; 405),

10 extracting (42; 64) a comparison object from said recorded data,

making (45; 65) a resemblance analysis between the comparison object and a previously stored object, and

transferring (44; 67) result data containing information about the resemblance analysis to a result unit (1; 100; 405).

- 2. A method as claimed in claim 1, wherein the step of transferring (41; 52, 60) said recorded data to a service server (100; 405) at least partly occurs wirelessly.
- 3. A method as claimed in claim 1 or 2, wherein the step of transferring (41; 52, 60) said recorded data to a service server (100; 405) comprises the steps of packaging (51) said recorded data as a message, transferring the message to a service server, and unpackaging (63a) the message in the service server.
 - 4. A method as claimed in any one of the preceding claims, further comprising the steps of transferring (41) the identity of the communication device (1) to the service server (100; 405) and storing (61) the identity in the service server.
 - 5. A method as claimed in any one of the preceding claims, wherein the result unit consists of the communication device (1).
- 6. A method as claimed in any one of the preceding 35 claims, wherein said result data contains an address link.

- 7. A method as claimed in any one of the preceding claims, wherein said recorded data is a digital image.
- 8. A method as claimed in any one of the preceding claims, wherein the service server (100; 405) comprises a number of stored objects and the resemblance analysis comprises the step of

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identifying the stored object which the comparison object resembles most.

- 9. A method as claimed in claim 10, wherein said 10 result data contains the identified object which the comparison object resembles most and a measure of the degree of resemblance.
 - 10. A method as claimed in claim 11, wherein said result data further contains additional information about the stored object which the comparison object resembles most.
 - 11. A method as claimed in any one of the preceding claims, further comprising the step of storing the comparison object in the service server (100; 405).
- 20 12. A method as claimed in any one of the preceding claims, wherein the communication device is a mobile phone.
 - 13. A method as claimed in claim 3, wherein the message is an MMS (Multimedia Message Service) message.
- 25 14. A method as claimed in any one of the preceding claims, further comprising the steps of

sending, in response to transferred data, a form to the communication device (1),

recording form data using the communication device 30 (1),

transferring said recorded form data to the service server, the step of making (45; 65) the resemblance analysis comprising the step of using said form data in the resemblance analysis.

15. A method for estimating the resemblance of various objects, comprising the steps of

receiving (60) recorded data of a real object, which is a face,

extracting (42; 64) a comparison object from said data,

making (45; 65) a resemblance analysis between the comparison object and a previously stored object, and

transmitting (44; 67) result data containing information about the resemblance analysis.

16. A method as claimed in claim 15, wherein said 10 received data is an MMS message.

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17. A method as claimed in claim 15 or 16, further comprising the steps of

sending a form in response to received data, and receiving form data, the step of making (45; 65) the resemblance analysis comprising the step of using said form data in the resemblance analysis.

- 18. A method as claimed in any one of claims 15-17, further comprising the step of identifying the stored object which the comparison object resembles most,
- said result data containing the identified object which the comparison object resembles most and a measure of the degree of resemblance.
- 19. A method as claimed in any one of claims 15-18, further comprising the step of storing the comparison object in the service server (100; 405).
- 20. A server (100; 405) for estimating the resemblance of various objects, comprising a receiver (101; 201; 301) which is adapted to receive recorded data of a real object, which is a face, an object database (104; 204; 304) which is adapted to store an object, a service handler (102; 202; 302) which adapted to extract a comparison object, an object recogniser (103; 203; 303) which is adapted to make a resemblance analysis between the comparison object and the stored object, and a transmitter (106; 206; 306) which is adapted to transmit result data containing information about the resemblance analysis.

- 21. A server (100; 405) as claimed in claim 20, further comprising a factual database (105, 205, 305) which is adapted to store information about the stored object.
- 22. A server (100; 405) as claimed in claim 20 or 21, further comprising a WAP server.

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- 23. A server (100; 405) as claimed in any one of claims 20-22, further comprising an SMS transmitter.
- 24. A server (100; 405) as claimed in any one of claims 20-21, further comprising an i-mode server.
- 25. A server (100; 405) as claimed in any one of claims 20-24, wherein the receiver (101; 201; 301) is an MMS receiver.
 - 26. A server (100; 405) as claimed in any one of claims 20-25, further adapted to identify the stored object which the comparison object resembles most,

said result data containing the identified object which the comparison object resembles most and a measure of the degree of resemblance.

- 27. A server (100; 405) as claimed in any one of claims 20-26, further adapted to store the comparison object.
 - 28. A server (100; 405) as claimed in any one of claims 20-27, further adapted to send, in response to said received data, a form, and adapted to receive form data, the server being adapted to use said form data in the resemblance analysis.
 - 29. A system for estimating the resemblance of various objects, comprising a communication device (1) which is adapted to record data of a real object and transfer said recorded data to a server (100; 405) which is arranged as claimed in any one of claims 20-28, via a network which at least partly is wireless.
- 30. Use of the method as claimed in any one of claims 1-19 in a TV programme to make a resemblance
 35 analysis between a previously stored object and a large number of comparison objects which are extracted from received recorded data.